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Alexander Chernev



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The Marketing Plan Handbook, 3rd Edition Alexander Chernev, 2011-09-01 Written by a marketing professor from Northwestern University's acclaimed Kellogg School of Management The Marketing Plan Handbook outlines a comprehensive step by step approach to crafting succinct logical and effective marketing plans that produce results This book can benefit managers in all types of companies For startups and companies bringing new products to the market it outlines a process for developing a winning marketing plan to launch a new offering For established companies with existing product portfolios this book presents a structured approach for developing an action plan to manage offerings and product lines Whether you manage a small business seeking to formalize the planning process a startup seeking venture capital financing a fast growth company considering an IPO or a large multinational corporation you can gain competitive advantage by translating the marketing planning process outlined in this book into a streamlined strategic document that informs your decisions and helps avoid costly missteps

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focus of all marketing aims proposals and activities This practical guide should clarify the complexities faced by those
responsible for compiling a plan and sets out clear guidelines on how to go about this task **Marketing Information**
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